

Remarks

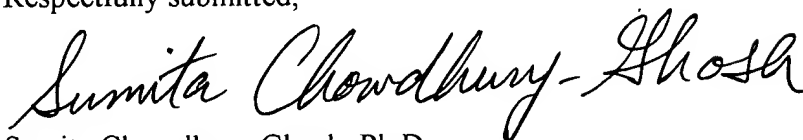
The Advisory Action maintained the rejections of Claims 7-9, and 11-12 under 35 U.S.C. §103(a) as being unpatentable over Rodriguez *et al.* (USPN 5,330,119). Attached herewith is an Affidavit under 37 CFR 1.132 from Applicant providing secondary evidence of commercial success (MPEP 716 *et seq.*). This includes the redacted sales report of Exhibit A, which is a true and accurate report of the sales of the coil reel hold-down device at issue. In addition, Applicants respectfully assert that other objective indicia such as failure of others to solve the problem addressed by the invention, and the existence of a long-felt need for the invention also support a determination of non-obviousness.

Serial No. 09/954,766
Docket No. ELRP:101_US_
Supplemental Reply dated: September 12, 2003
Reply to Advisory Action of August 27, 2003

Conclusion

The foregoing is submitted as a Supplemental Reply to Advisory Action. For all of the reasons set forth, Applicant respectfully submits that the present application is now in condition for allowance, which action is courteously requested. The Examiner is invited to contact the undersigned agent of record if such contact will facilitate an efficient examination and allowance of the application.

Respectfully submitted,



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